



MIAMI BEACH

OFFICE OF THE CITY MANAGER

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LETTER TO COMMISSION

TO: Mayor Matti Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: February 19, 2008

SUBJECT: 2008 Food Network South Beach Wine & Food Special Event Permit

This Letter to Commission (LTC) is in response to the questions and comments made during the February 13, 2008 City Commission meeting relating to the 2008 Food Network South Beach Wine and Food Festival, presented by Florida International University.

BACKGROUND

The 2008 Food Network South Beach Wine and Food Festival will take place beginning Thursday, February 21 and ending Sunday, February 24. A series of events are held at private venues, as well as public spaces. The primary event is the "Grand Tasting" and surrounding demonstration kitchen tents, taking place Friday, February 22 through Sunday, February 24. The Grand Tasting tents are located on the beach and sand area of Lummus Park east and west of the dune, encompassing an area north of 10th Street through south of 14th Street. The event hours are 10:00 am to 7:00 pm each day.

SITE PLAN

The area features two large 82' X 250' tents on the east side, surrounded by a perimeter fence. The City requires the producer to leave an access path along the hard pack between the event site and the dune. The distance varies between 10' and 16' from the dune, based on variations of the dune and the width of the hard pack. This access path is kept open for the public and emergency vehicles. In order to ensure public safety, there are limited instances during load-in/out where access to the hard pack is restricted. A site plan is attached for your reference.

Load-in of the Grand Tasting event site began on Monday, February 4 on the west side of the dune and on Thursday, February 7 on the east side of the dune. Load out of the event is scheduled to conclude on Sunday, March 2. Load-in and load-out hours are 8:00 am to 6:00 pm each day. A load-in/out schedule is also attached.

BEACH ACCESS

This year's Food Network South Beach Wine and Food Festival main event area is consistent with the design and execution of last year's event, following an adjustment process with our office and the community after the first few years of this event. The key difference this year is that the event site was pushed a half block to the north due to the recently completed beach renourishment project, which removed significant width of the beach's hardpack sand and left transitional slopes to the soft sand that made the original location dangerous for attendees and exhibitors. While this has made the 13th Street crossover (traditionally an open access) blocked for direct east/west passage during the entire load-in/out and during the event, the dune crossover north of 10th Street is now fully accessible at the south access.

East-west dune access is available on 10th and 14th Street dune cross-overs at all times, with the 12th Street cross-over, located between the two large tents, accessible until Wednesday, February 20, when it will close until Monday, February 25. The duration of load-in of this event site is longer and more complicated than load-out primarily because it consists of three main components: main build, site décor and then individual restaurant and distributor load-in and daily re-supply.

COMMUNITY REVIEW

In order for the Food Network South Beach Wine and Food Festival special event application to receive approval, the event applicant had to comply with the rigorous requirements of the special event guidelines. Among these requirements is a review and recommendation by the corresponding neighborhood/business association. In addition, City staff convenes a monthly Special Events Neighborhood and Community Meeting to provide information and solicit input on proposed special events. The Ocean Drive Association recommended approval of this special event application at the December 14, 2007 monthly community meeting. No objections were raised by other interested community members present. This review requirement is among the changes made to the Special Event Ordinance and Guidelines by the City Commission in July 2005, and has served as a springboard for better overall communication of events to the community. The 2007 Community Satisfaction Survey indicated positive improvement in the manner in which the City handles special events from those surveyed, with 66% of City residents saying the City does a "very good" or "good" job of handling events that attract large crowds. In fact, the 2007 survey reflected a 7% improvement in the positive perception by South Beach residents of how the City manages special events (as compared to 2005).

FEE WAIVERS FOR NON-PROFITS

Another change enacted by the 2005 Guideline revision was to limit fee waivers only to applicants who themselves are non-profit 501(c)3 organizations (such as Florida International University), and/or when such waivers are found to be in the best interest of the City, or significantly benefits the community of Miami Beach. Some long-term events were grandfathered into an exemption of this change, including Art Deco Weekend.

Since the first South Beach Wine and Food Festival on Miami Beach, the City has been a supporter and continues to work closely with festival producers, as it not only promotes Miami Beach as a destination nationally and internationally, but also benefits students of Florida International University. The majority of the funds raised from the Food Network South Beach Wine & Food Festival is allocated to a construction project fund for the expansion of FIU's School of Hospitality and Tourism Management's existing dining room into a full service Teaching Restaurant. Other revenue from the Festival is invested in the maintenance and support of the Southern Wine & Spirits Beverage Management Center, a 4,500 square-foot facility that features the latest technology for beverage tasting and analysis. Additional funds are awarded as scholarships to the students of the School who demonstrate exceptional performance while volunteering in all facets of the Festival. This year the dean is expecting to distribute approximately \$300,000.

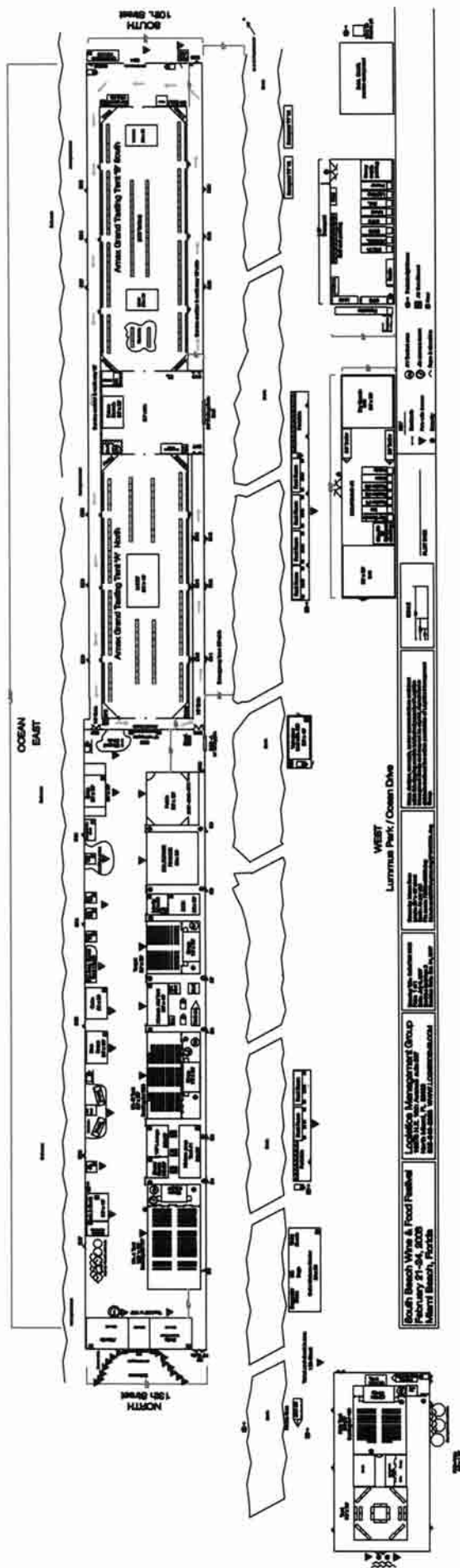
Over the course of the first six years of the event, approximately \$4 million was raised for FIU's School of Hospitality and Tourism Management. Last year, \$1.5 million went to support these programs. This year's event has garnered a 21% increase in sponsorship, with \$1.8 million earmarked for FIU. In addition to the tangible benefits, the students of FIU's School of Hospitality and Tourism Management also receive priceless experience by volunteering for the Festival. Culinary students receive the rare opportunity to work alongside and learn from some of the most celebrated chefs in the world including Jean-Georges Vongerichten, Eric Ripert, Ferran Adria, Emeril Lagasse, Thomas Keller and Nobu Matsuhisa among others.

The Food Network South Beach Wine and Food Festival enters into a sponsorship agreement with the City that provides for specific waivers and requires the event to provide certain public benefits. In return, the City is listed as an event sponsor for a nationally recognized event that has experienced 23,000 attendees, approximately 10,000 of which are tourists from over 40 different states, providing approximately 6,600 Miami Beach hotel room nights for the weekend. The 2008 Food Network South Beach Wine and Food Festival is the second year the event has been under the banner of the name sponsor, Food Network, the preeminent culinary television access point. The integrated marketing plan of the network and their publications and additional exposure resulted in 350,000,000 media impressions in 2007, providing a substantial return on investment for the City. In addition, a resident discount ticket program was introduced as part of this sponsorship agreement that provides access to event tickets before they become available to the general public. As part of the sponsorship agreement the city has with this event, the waivers for the 2008 Food Network South Beach Wine and Food Festival, inclusive of application and permit fees, vehicle beach access fees, square footage fees, police and fire administration fees, banner fees and the Lummus Park user fee, total approximately \$87,000.

C: Hilda M. Fernandez, Assistant City Manager
Max Sklar, Tourism and Cultural Development Director
Graham Winick, Film and Events Production Management

JMG/HMF/MAS/gw

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1-12-08

PRELIMINARY LOAD-IN/STRIKE SCHEDULE
SOBE WINE AND FOOD FESTIVAL 2008
FEB 22-24, 2008

MONDAY, FEB 4

TIME	DESCRIPTION	CONTACT
9AM	Police escort	
	Fencing compound install begins on west .north compound first .south compound .kids kitchen	Ron
	Delta Welcome Center install *30x80 .xbraces –	Navas
	Kids Kitchen tent install begins .50x50 w/3 walls .50x66 w/1-50ft flap & 2-16ft walls (3)20x30 walls all around (1) 10x20 and (1) 10x10 walls all around	ES

TUESDAY, FEB 5

TIME	DESCRIPTION	CONTACT
9AM	Continue install of tent & fencing .20x40 vol tent w/walls all .1-50x50 storage tents w/walls all .1-50x50 no walls .1-20x20 Sponsor BOH wwalls all .10x30 Fedex install .10x10 First aid install	Navas
6pm	Police escort ends	

WEDNESDAY, FEB 6

TIME	DESCRIPTION	CONTACT
9AM	Police escort begins 82X250 tent install begins Begin install Kitchen Aid A .100x50 w/ 50ft wall/2-16 ft .x-braces o Fence volunteer compound Complete all west side fencing w/vision block	Jose
10AM	Flooring begins .30x80 Delta Welcome .20x40 Associates .20x20 sponsor .10x30 fedex	
6PM	Police escort ends	

THURSDAY, FEB 7

TIME	DESCRIPTION	CONTACT
8AM	<u>Install</u> (1)82x50 w/1-50ft flap & 2-50'ft panels (1)50x50 w/3-50ft flaps target (2) Green rooms in between (1) 20x20 Green room w/ (1) 20x30 VIP- flaps all around (3) glass doors (2) 20x50 Kitchen Prep w/walls all around - 2 glass doors (1)20x30 BOH w/20x20x20 of it for media (40x20 Kitchen Aid tent w/flaps all around (10x10 scullery Flooring continues (20x20 Green room/20x30vip (kitchen prep 1-20x50 (reinforced 20x20 kitchen aid static - north end	ES
6PM	Police escort ends	

FRIDAY, FEB 8

TIME	DESCRIPTION	CONTACT
9AM	Police escort begins Continue with tent setup (2) 50x50 – Publix/Sopesta install – 2 flaps Flooring continues .Media -20x20 .boh – 20x30	
10am	(6) trailers arrive for compound . (2) ops/(1) restaurants/(1)radio/(1) inventory . (1) inventory/(1) security	
6PM	Police escort ends	

SATURDAY, FEB 9

TIME	DESCRIPTION	CONTACT
9AM	Police escort Continue install of large tents Flooring continues .30x20 Evian .10x20 glasses/info .10x10 dunkin reinforced floor .10x10 barilla,merch, viva .20x50 FIU floor	
5PM	Police escort ends ALL MAIN SITE VILLAGE TENTS ON WEST SIDE COMPLETE	

TIME

DESCRIPTION

CONTACT

9AM

Police escorts

Continue w/tents buildout

* 30x20 Evian - 3 sides walls

ES

*10x20 glasses – 3 sides walls

*mark 10x10 tents for dunkin, barilla, merch

Viva, cadillac

*30x20 FIU w/3 flaps

30x20 Coke w/3 flaps

*30x20 BCBS w/3 flaps

Install

Jose

30x20 Future Brands

10x20 Nestle

.10x20 sound tent

.10x20 storage courtyard

Flooring continues

Books & Books

MONDAY, FEB 11

TIME	DESCRIPTION	CONTACT
9AM	Police escort begins Fencing install begins on east side –gates open For public	FF
	Continue install of village .10X10 cadillac .20x40 books & books w/divider wall At the 20ft mark from the north to south Install 10x20 dry goods walls all around *install 10x10 glasses all walls	ES Jose
5PM	GT Tents complete w/corners	Jose
<u>6PM</u>	Police depart Overnight security begins Security meeting	

TUESDAY, FEB 12

9AM	Police escorts Install cable in GT tents for signage Fencing of west side begins	 Mikey
6PM	Police depart All tents complete All flooring complete except for 30x100	

WEDNESDAY, FEB 13

TIME	DESCRIPTION	CONTACT
8AM	Police escorts (1) scissor lift delivered early DECOS begins install Amex/Target .2-24ft trucks	Deco
9AM	Flooring continues Final on tent walls & xbrace changes Lighting install begins Lighting install in seminars/north side Fence install on south end & northside of north tent .rolling gate for north tent, entry, restroom g4,g38 Heavy equipment delivered .Forks, gators, scissors (2) all terrain versahandler (2) straights w/pallet attachment (1)all terrain reach forklift Trencher delivered (7) light towers (3) all terrain scissor lifts delivered Install 30x100 main tent .inner gable top only for Delta	ES/Jose Marco Marco FF Jose

THURSDAY, FEB 14

TIME	DESCRIPTION	CONTACT
7AM	Police escorts	
9AM	DECOS CONTINUES	
	Generator for Office trailers delivered .South compound only .24hr runtime	
	Golfcarts arrive	
	Flooring install for 30x100	FF
	Fencing of main site north complete	
	Trenching begins: .gates, boh, production trailer, IMG	
	DSL installed . (1) Books & Books . (2) IMG . (1) Delta . (1) Atlantis . (2) media/(2) phone for media	
10AM	Mister install begins	
6PM	Police depart	

FRIDAY, FEB 15

TIME	DESCRIPTION	CONTACT
8AM	(2) Police escorts Mesh installed	Signage crew
	<u>Install of Amex trusses</u> <u>Pole digger comes</u>	<u>Britten</u>
9AM	DECO continues Barricades delivered *4 FIU *Publix???SG to advise *Delta Welcome *Village west side SHOOT FOR PEDESTRIAN AT 12TH STREET .fill service lane in patio east side .lines for IMG queing .light towers .kids kitchen .glasses at dry goods	Hez
	Garbage dumpsters arrive (3) PODS begin arriving	SNL
	Begin sign pole install	BL
	Lighting in GT continues	Marco
10AM	<i>Supplies & Publix loading begins</i> TRENCHING-BEGINS .1 Books & Books	WILL
11AM	200 radios arrive/store in Lifeguard	
<u>6PM</u>	<u>Police depart</u>	

SATURDAY, FEB 16

TIME	DESCRIPTION	CONTACT
6AM	Security shift change	
9AM	Police escorts	
	DECO continues	
	Continue pole install	BL
	Wrap up any fencing	FF
	Electric install begins	PP
	.generators placed & cabling begin	
	FORKLIFT FOR DAY	
	Staging install begins	Ron
	.need (1) forklift for 4 hrs.	
1	3 -Stages for KA install	RG
	(2) labor onsite	Will
6PM	Police depart	

SUNDAY, FEB 17

TIME	DESCRIPTION	CONTACT
9AM	Police escorts Continue staging DECO continues	
10AM	Final stage built	
5PM	Complete sign pole install Labor depart	
6PM	Police depart	

MONDAY, FEB 18

TIME	DESCRIPTION	CONTACT
6AM	Security shift change (+4)	
8AM	Police escorts Kitchenaid install begins - north end . (2) dedicated forklift and op . (4) trucks to unload including kids	
9AM	Project managers check in PAs check in	

MONDAY, FEB 18

TIME	DESCRIPTION	CONTACT
8AM	Dry goods truck rental begins Truck driver begins FIU TWO TRIPS DAILY THRU FEB 21 DROP (2) REFERS AT FIU (6) labor on site	WILL Will
	Signage arrives on site Signage install begins	BS/william Metro
	DECO continues .scissor lift	
10AM	56 Posts installed for umbrellas	DM
11AM	Kids tent decor install begins	
1PM	Green room install by Room Service Umbrellas delivered	
4PM	Labor departs	
6PM	Police depart Overnight security	

TUESDAY, FEB 19

TIME	DESCRIPTION	CONTACT
8AM	Police escorts Panache arrives .tables for GT .small skid forklift onsite for Panache DO NOT SET CHAIRS IN KITCHEN AID B ALL CHAIRS TIE WRAPPED	WILL
9AM	DECO continues and completes décor (6) labor arrives Green room restroom delivered	WILL
9:30AM	Prep kitchen install begins Fire extinguishers delivered Furniture install begins (4) labor/possible forklift & op BCHS install begins	FIU
10AM	SIGNS DELIVERED FOR 11&12TH ST	
12noon	Counters arrive .IMG (3) credentials (2) for guest services north (1) for guest services south (4) kids kitchen	
2PM	VTV A truck arrives Trees arrive possibly	
4PM	Labor departs	
5PM	Electric complete	
6PM	Police depart	

WEDNESDAY, FEBRUARY 20 – 24hr power begins

TIME	DESCRIPTION	CONTACT
8AM	Police escorts <i>Books & Books/launcher</i>	
	CLOSE OFF PUBLIC SHOOT – SITE LOCKED	
	DROP (1) REFER AT FIU	WILL
	Panache arrives	
	.linens on all tables	
	.glass truck delivered	
	.(1) semi remains on site	
8:30AM	Restaurant, exhibitor.. signage installed in GT tents	
9AM	(2) restrooms delivered - north end	ES/FJ
	(3) garbage dumpsters arrive	
	(6) labor arrive	Will
	CREDENTIAL CENTER OPEN	SH
	Tables for main tent delivered	Panache
	Restroom trailer delivery begins	FJ
10AM	(16) washing stations delivered	FJ
	Sound installed in seminar and gt	RG
	.toolcat needed for day	
	<i>Sponser loading begins in Village</i>	
	<i>Cadillac arrives - 4 wheel drive</i>	
	<i>.Dunkin Donuts - 24hr truck</i>	

WEDNESDAY, FEBRUARY 20

TIME	DESCRIPTION	CONTACT
11AM	Install seminar tent signs .scissor lift needed Verizon Wireless installs	Lotri
	Ice truck delivered	
2PM-5PM	Sponsor loadin for BUDN .5 cartons move w. Bobcat Ocean Drive Magazine install small sponsor loadin Starbucks truck - 24ft Bundla	
4PM	Labor departs Sponsor loadin stops	
6PM	Police depart	

THURSDAY, FEB 21

TIME	DESCRIPTION	CONTACT
7AM	Security round the clock <u>CREDENTIAL CENTER OPENS/</u> <u>CREDENTIAL ACCESS IN EFFECT</u>	
8AM	Police escort Wineries begin deliveries .2 forklifts/operators for Bruce	Zoria Will
9AM	(2) REFER TRUCKS PICKED UP AT FIU BRING TO SITE (6) labor arrives SETUP RECYCLE STATIONS	Will Will
	Restroom trailer delivery begins South end	FJ
10AM	Ice trucks arrive .5 boxes install .1 behind KA 20x40, courtyard, south end	Manny
	Trees delivered .Evian .Seminars	David
11AM	Water delivered 2 directors chairs delivered for KA	???
1PM	loads in merchandise .need golf cart assistance - PA	
2PM-5PM	Exhibitor load-in -	

THURSDAY, FEB 21

TIME	DESCRIPTION	CONTACT
4PM	(6) labor departs Kids Kitchen deliveries	
6PM	Police depart	
7PM	Overnight security shift	
MIDNIGHT	Meters bagged	
<hr/>		
POST BURGER BASH DUNKIN DONUTS MACHINES		
<hr/>		
BACK TO VILLAGE		WILL TO DO
<hr/>		

FRIDAY, FEB 22

TIME	DESCRIPTION	CONTACT
7:30AM	Bus shuttle starts	
8AM	Police shifts begin (4) labor arrive REFER TRUCK FROM FIU TO SITE	Will
9AM	(6) pallets from bag house .place in tent Golfcart mechanic begins	Kathy
10AM	(6) Credential enforcement arrive	MS

FRIDAY, FEB 22

TIME	DESCRIPTION	CONTACT
11AM	Bulk of police arrive (25) additional laborers arrive Security arrive (2) restroom attendants arrive (1-n&1-south) Festival merchandise opens	Will MS
12:30PM	(2) restroom attendants arrive Gates open Paramedics on main site	
1PM	GT opens ICE DELIVERY TO KA b FOR LAMB	Manny
4PM	Bus shuttle Trade day ends	
6PM	Police depart Security departs Signage changed Tables cleaned	
	Set chairs in KA B for Seminars Restroom attendants leave	SNL
6:30PM	Fire departs	
7PM	Final police departure	
8PM	Labor departs (1) overnight for KA/Evian thru Sunday	

SATURDAY, FEB 23

TIME	DESCRIPTION	CONTACT
7:30AM	Shuttle begins	
8AM	Restaurant loadin till 11am Ice vendor arrives Police arrival begins	
8:30AM	(30) labor crew arrives DRY TRUCK TO FIU	WILL
9AM	Restaurant delivery begins *(8) golfcarts dedicated Police arrive in bulk Security arrives () pallets arrive from bag house (6) restroom attendants arrive	
9:30AM	Paramedics at Kids tent	
10AM	Fire arrives Village opens	
10:30AM	Paramedics on main site	
11AM	Doors open Restaurant loadin ends	
1PM	GT opens	
4:30PM	Paramedics depart Kids tent	

SATURDAY, FEB 23

TIME	DESCRIPTION	CONTACT
5PM	GT ends .tables cleared .signage changed	
6PM	Overnight shift change	
7:30PM	Fire departs	
8PM	Police depart xcept escorts Security ends Forklift to bring auction lots to tent Restroom attendants leave Shuttle ends	
9:30PM	Labor crew leaves	

SUNDAY, FEB 24

TIME	DESCRIPTION	CONTACT
8am - 11AM	Restaurant loadin	
8:30AM	(30) labor crew arrive DRY TRUCK TO FIU	WILL
9AM	Restaurant deliveries begin Police escorts Security arrives (6) restroom attendants arrive	Chef MS
9:30AM	Paramedics at Kids tent	
10AM	Village opens	
10:30	Paramedics onsite Village	
11AM	Restaurant loadin ends	
Noon	GT security arrives	MS
1PM	GT opens	
4:30PM	Paramedic depart Kids Tent	
5PM	GT ends Gates closed after tent cleared of gen public .Exits only thru middle and south	
6: PM	Shuttle vans depart Seminars end Forklift to IMG ticket Strike begins .Remove A/V .tables strike .sound removed	Panache

SUNDAY, FEB 24

TIME	DESCRIPTION	CONTACT
7PM	Restroom attendants leave loadout audio 2 forks/ops dedicated to Bruce Fire departs	
8PM	Police depart xcept escorts Security departs	
9:30PM	Labor crew departs	
9PM - 1AM	(5) fresh labor crew arrives Bring up Kitchen Aid trucks .1 dedicated forklift/possibly 2 add one fork dedicated by 10pm DO NOT DISCONNECT LIGHTS IN ALL DEMO TENTS	

MONDAY, FEB 25

TIME	DESCRIPTION	CONTACT
7AM	Police escort Kitchen Aid loadin (1) Forks dedicated Trusses removed	Britten
8AM	Tent REMOVAL MUS TBE FROM VILLAGE NORTH DUE TO WINTER PARTY EVENT Scissor lifts picked up .2 remain (DECO/Lighting/Misters) Forks picked up .2 remain	
9AM	Police escort Restroom trailers picked up Illuminart out Evian, , Fedex <u>(4) labor crew to arrive</u>	
6PM	Labor crew departs	

TUESDAY, FEB 26

TIME	DESCRIPTION	CONTACT
9AM	Police escort Tent and fencing removal continue (6) maintenance	
5PM	Police depart	

WEDNESDAY, FEB 27 – SUNDAY, MARCH 2

TIME	DESCRIPTION	CONTACT
9am	Police escort Tents & fencing removed	